

ALL THE NEWS

OF YOUR HOME TOWN

Madam, when you have scanned the society and local columns do you fancy you have read all the news that can possibly be of interest to you?

Or you, Sir, when you have finished the sporting and financial news, is your interest in the daily paper exhausted?

Of course, there are hundreds who emphatically are not satisfied thus. They read ALL THE NEWS because it means money to them.

News that concerns your pocketbook is vital, isn't it? Well, daily there are scores of such vital news items in The News-Times.

South Bend merchants tell the news of their stores in The News-Times because it is your paper. It's a great extension of their display rooms.

You can do the largest part of your shopping at home. Look through the ads to find what you are in need of and the rest is easy.

Look over this news of business NOW. Everything you see is printed in absolute good faith, all the values described and bargains offered.

Watch the advertisements for your opportunity to make a 'good buy.' Then when you've bought, sit down and figure how much you've saved simply by watching the ads.